

9 December ~ 20 December 2024

*Post course online session: 18 Feb 17:00 – 19:00 (JST)

@AOTS Tokyo Kenshu Center, Tokyo Japan

The Program on Innovation Management for Africa [AFIM]



Course Director:

Dr. Koichi NAKAGAWA Ph.D.



He specializes in business strategy theory, innovation management, and international management. He is dedicated to spreading management knowledge through YouTube, lectures, consulting, and writing, with a focus on his online management school, Yasashii Business School. <https://yasabi.co.jp/>

Objective and Highlights of this course

- ✓ Participants will understand what innovation is, its history and significance.
- ✓ Participants will acquire the thinking process necessary to develop new businesses, new products and services that create new value for society, without being bound by conventional thinking.
- ✓ Through the workshops held in conjunction with the lectures, participants will formulate an innovative business proposal as a group.
- ✓ On the final day, participants will make a group presentation of the formulated innovative business proposal.



Contact information:

AOTS Overseas Cooperation Group I

30-1, Senju-Azuma 1-chome, Adachi-ku,
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Email : shouhei-au@aots.jp

Number of participants

23 persons

Language

English

(sometimes with JP/Eng interpretation)

Participation Requirements

1. In principle, business owners, executives, senior and middle-level managers, and others in Africa who are willing to develop new business
2. More than 20 years old and over.
3. Residing in African countries.
4. Have sufficient working knowledge of English.

Fees

Participation fee will be partially subsidized by Japanese government. Please refer to "Estimate of AFIM" for details.

Application

Arrive by **17 September 2024**
in Japan

Course schedule (tentative)

■ Training in Japan

| Date | Morning | Afternoon |
|-----------------|--|---|
| 9-Dec (Mon) | Orientation Opening Ceremony | [Lecture/Workshop] Discovering Business Opportunities |
| 10-Dec (Tue) | [Lecture/Workshop] Method of creating business model | |
| 11-Dec (Wed) | [Visit] Case of Innovation in a Japanese Company | [Workshop] Business Exchange Meeting with Japanese Companies |
| 12-Dec (Thu) | [Lecture/Workshop] Idea Generation | [Lecture/Workshop] Developing new product |
| 13-Dec (Fri) | [Lecture/Workshop] Marketing Strategy -3C | [Lecture/Workshop] -4P |
| 14-Dec (Sat) | Day off | |
| 15-Dec (Sun) | Day off | |
| 16-Dec (Mon) | [Lecture/Workshop] Method to verify business model | [Lecture/Workshop] First step to realize a business model |
| 17-Dec (Tue) | Study Tour | Move to visit site |
| 18-Dec (Wed) | | [Visit] Case of Innovation in a Japanese Company |
| 19-Dec (Thu) | | [Visit] Case of Innovation in a Japanese Company |
| 20-Dec (Fri) | Final Presentation | Closing Ceremony |

■ Online training after returning to your country

※Program line-up and schedule are subject to change.

| Month/Date | Evening (17:00-19:00 JST) |
|-----------------|--|
| 18 Feb (Tue) | Presentation of result after coming back country |

AOTS Tokyo Kenshu(training) Center

The training center provides training facilities and accommodations/meals for the training participants
(Address : 1-30-1, Senju-azuma, Adachi-ku, Tokyo)



Please review the "Program Outline of AFIM" for application details.